



# Digital Marketing with AI

**Duration:** 6 Months

**Classes per Week:** 3

**Total Weeks:** 24

**Total Sessions:** 72

---

## Month 1: Foundations of Digital Marketing

**Objective:** Build a strong understanding of digital marketing fundamentals.

### Week 1: Introduction to Digital Marketing

- What is Digital Marketing?
- Traditional vs. Digital Marketing
- Digital Channels Overview (SEO, SEM, Social Media, Email, Content)

### Week 2: Consumer Behavior & Marketing Funnel

- Customer Journey
- Awareness to Conversion
- Introduction to KPIs & Metrics

### Week 3: Website Planning & User Experience

- Importance of a Website
- Basics of UX/UI
- Landing Pages & Conversion Funnels

### Week 4: Introduction to AI in Marketing

- What is AI? Types and Applications
  - How AI is transforming marketing
  - Overview of tools: ChatGPT, MidJourney, Canva AI, Copy.ai
- 

## Month 2: Content & Social Media Marketing

**Objective:** Learn to create, manage, and optimize content using AI.

## **Week 5: Content Marketing Strategy**

- Types of Content
- Content Calendar Planning
- AI tools for content ideation (Copy.ai, ChatGPT)

## **Week 6: Social Media Marketing - Part 1**

- Platforms Overview (Facebook, Instagram, LinkedIn, TikTok)
- Organic vs. Paid Social Media
- Audience Targeting & Engagement

## **Week 7: Social Media Marketing - Part 2**

- Scheduling Tools (Meta Suite, Buffer)
- AI tools for Social Media Post Creation (Canva AI, ChatGPT prompts)
- Trends & Hashtag Strategy

## **Week 8: AI-Powered Content Creation Workshop**

- Hands-on: Creating Posts, Captions, Carousels using AI
  - Reels scripts using AI
  - A/B Testing with AI
- 

## **Month 3: SEO and SEM**

**Objective:** Understand how search engines work and use AI tools to optimize visibility.

### **Week 9: Introduction to SEO**

- On-Page, Off-Page, and Technical SEO
- Keyword Research Basics
- Free tools: Google Search Console, Ubersuggest

### **Week 10: SEO with AI**

- AI for Keyword Research
- Writing SEO-optimized blogs using ChatGPT
- Meta tags, headers, and content structure

## **Week 11: Search Engine Marketing (Google Ads)**

- PPC Campaign Setup
- Keyword Match Types
- Ad Copywriting with AI

## **Week 12: Campaign Optimization & Analytics**

- A/B Testing Ads
  - Google Ads Performance Metrics
  - Using AI for ad performance insights
- 

## **Month 4: Email Marketing & Analytics**

**Objective:** Develop effective email campaigns and analyze digital performance.

### **Week 13: Email Marketing Essentials**

- Email Campaign Strategy
- Tools: Mailchimp, Brevo
- List Building & Segmentation

### **Week 14: AI in Email Marketing**

- Subject line and content generation
- Personalization using AI
- Automation workflows

### **Week 15: Analytics & Reporting Basics**

- Google Analytics Overview
- Key Metrics (CTR, Bounce Rate, Time on Page)
- Creating Dashboards

### **Week 16: Data-Driven Marketing with AI**

- Predictive Analytics
  - Customer Insights
  - AI tools for performance analysis
-

## **Month 5: Video & Influencer Marketing + E-Commerce Integration**

**Objective:** Use video and influencer marketing strategies, with a focus on AI-assisted content and e-commerce support.

### **Week 17: Video Marketing Fundamentals**

- Video Types (Explainer, Reels, Shorts)
- Scripting with ChatGPT
- Video tools: InVideo, Pictory.ai

### **Week 18: Influencer & Affiliate Marketing**

- Influencer Identification
- Campaign Planning
- Tools for influencer outreach

### **Week 19: E-commerce & Digital Marketing**

- Product Listings
- AI for Product Descriptions
- Integration with Shopify, WooCommerce

### **Week 20: AI for E-commerce Optimization**

- Personalized Product Recommendations
  - Chatbots for customer support
  - Abandoned Cart Recovery using AI
- 

## **Month 6: Strategy Building, Tools, and Final Projects**

**Objective:** Combine all learning into strategic applications with real-time project execution.

### **Week 21: Building Digital Strategy**

- Budgeting & Media Planning
- Omnichannel Strategy
- Freelancing vs. Agency Work

### **Week 22: Tools Mastery Week**

- Review of all major tools used (ChatGPT, Canva AI, Meta Ads, Mailchimp, Google Tools)

- Creating SOPs for content and campaigns

### **Week 23: Project Work & Presentations – Part 1**

- Group/Individual project: Full-funnel strategy for a business
- Execution using AI tools

### **Week 24: Project Work & Presentations – Part 2**

- Final presentations
  - Feedback & Certification Ceremony
- 

### **Deliverables & Assessments**

- Weekly assignments and quizzes
- Mid-term project (Month 3)
- Final project (Month 6)
- Certification upon completion